

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for determining one or more ad targeting keywords, the  
3 computer-implemented method comprising:

- 4 a) accepting ~~a at least one~~ category;  
5 b) looking up ~~determining~~ one or more keywords using  
6 the accepted ~~at least one~~ category; and  
7 c) providing at least some of the ~~determined one or~~  
8 ~~more~~ keywords as one or more ad targeting keywords.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 1 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining ~~a at least one~~ category  
6 uses the ad creative information.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 1 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining at least one category  
6 uses information from ~~a the~~ landing Webpage ~~of an ad~~.

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of looking up determining  
3 ~~one or more~~ keywords uses an ~~inverted keyword~~ index in  
4 which each of a plurality of categories ~~is~~ are provided as  
5 a lookup key ~~keys~~ to one or more keywords.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 1 further comprising:  
3 - performing qualification testing of the ~~determined~~  
4 ~~one or more~~ keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 7 (currently amended): The computer-implemented  
2 method of claim 6 wherein the act of performing  
3 qualification testing of the keyword ~~determined one or more~~  
4 ~~keywords~~ tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 8 (previously presented): The computer-implemented  
2 method of claim 7 wherein the performance of ads is tracked  
3 in general, across all categories.

1 Claim 9 (previously presented): The computer-implemented  
2 method of claim 7 wherein the performance of ads is tracked  
3 across one or more specific categories.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9 wherein the one or more specific  
3 categories include the ~~at least one~~ category accepted.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 7 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the ~~determined one or more~~ keywords as one or more  
4 ad targeting keywords provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information about available ad spots that otherwise would  
7 be unused by any ads.

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the ~~determined one or more~~ keywords as one or more  
4 ad targeting keywords provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of ~~unused~~ ad spots that otherwise would be unused by  
8 other ads is provided before another keyword corresponding  
9 to a smaller number of ~~unused~~ ad spots that otherwise would  
10 be unused by other ads.

1 Claim 14 (currently amended): A computer-implemented  
2 method for determining one or more ad targeting keywords,  
3 the computer-implemented method comprising:  
4 a) accepting a ~~at least one~~ category;  
5 b) looking up ~~determining~~ one or more keywords using  
6 the accepted ~~at least one~~ category;  
7 c) providing the ~~determined one or more~~ keywords as  
8 suggested targeting keywords to an advertiser;  
9 d) accepting advertiser input in response to the  
10 suggested targeting keywords; and  
11 e) determining whether or not to provide at least  
12 some of the ~~determined one or more~~ keywords as  
13 targeting keywords for an ad using the accepted  
14 advertiser input.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 14 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 14 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining a ~~at least one~~ category  
6 uses the ad creative information.

1 Claim 17 (currently amended): The computer-implemented  
2 method of claim 14 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and

5            wherein the act of determining at least one category  
6        uses information from a the landing Webpage ~~of an ad~~.

1        Claim 18 (currently amended): The computer-implemented  
2        method of claim 14 wherein the act of looking up  
3        ~~determining one or more~~ keywords uses an ~~inverted keyword~~  
4        index in which each of a plurality of categories is are  
5        provided as a lookup key ~~keys~~ to one or more keywords.

1        Claim 19 (currently amended): The computer-implemented  
2        method of claim 14 further comprising:  
3            - performing qualification testing of the ~~determined~~  
4            ~~one or more~~ keywords to determine if a keyword is  
5            qualified or unqualified for use as an ad targeting  
6            keyword,

7            wherein each of the at least some of the  
8        ~~determined one or more~~ keywords provided as one or more ad  
9        targeting keywords are qualified keywords.

1        Claim 20 (currently amended): The computer-implemented  
2        method of claim 19 wherein the act of performing  
3        qualification testing of the keyword ~~determined one or more~~  
4        ~~keywords~~ tracks a performance of ads served using the  
5        keyword as an ad targeting keyword.

1        Claim 21 (previously presented): The computer-implemented  
2        method of claim 20 wherein the performance of ads is  
3        tracked in general, across all categories.

1        Claim 22 (currently amended): The computer-implemented  
2        method of claim 21 wherein the one or more specific  
3        categories include the ~~at least one~~ category accepted.

1 Claim 23 (previously presented): The computer-implemented  
2 method of claim 20 wherein the performance of ads is  
3 tracked across one or more specific categories.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 20 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 ~~determined one or more~~ keywords as suggested targeting  
4 keywords to an advertiser provides the ~~determined one or more~~  
5 keywords in an order determined using unused inventory  
6 information about available ad spots that otherwise would  
7 be unused by any ads.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 ~~determined one or more~~ keywords as suggested targeting  
4 keywords to an advertiser provides the ~~determined one or more~~  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of ~~unused~~ ad spots that otherwise would be unused by  
8 other ads is provided before another keyword corresponding  
9 to a smaller number of ~~unused~~ ad spots that otherwise would  
10 be unused by other ads.

1 Claim 27 (currently amended): A computer-implemented  
2 method for generating one or more serving constraints for  
3 targeting an ad, the computer-implemented method  
4 comprising:  
5 a) accepting ad information;  
6 b) determining a category ~~one or more categories~~  
7 using the accepted ad information;  
8 c) looking up ~~determining~~ one or more serving  
9 constraints using from the category ~~one or more~~  
10 ~~categories~~ determined.

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 83 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 27 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining a ~~at least one~~ category  
6 uses the ad creative information.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 27 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining at least one category  
6 uses information from a ~~the~~ landing Webpage ~~of an ad.~~

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of looking up  
3 ~~determining one or more~~ keywords uses an ~~inverted keyword~~  
4 index in which each of a plurality of categories is are  
5 provided as a lookup key ~~keys~~ to one or more keywords.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 83 further comprising:  
3 - performing qualification testing of the ~~determined~~  
4 ~~one or more~~ keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of performing  
3 qualification testing of the keyword ~~determined one or more~~  
4 ~~keywords~~ tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 34 (previously presented): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked in general, across all categories.

1 Claim 35 (previously presented): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked across one or more specific categories.



1 Claim 36 (currently amended): The computer-implemented  
2 method of claim 27 wherein the one or more specific  
3 categories include the ~~at least one~~ category accepted.

1 Claim 37 (currently amended): The computer-implemented  
2 method of claim 33 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 38 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 ~~determined one or more~~ keywords as candidate targeting  
4 keywords provides the determined one more keywords in an  
5 order determined using unused inventory information about  
6 available ad spots that otherwise would be unused by ads.

1 Claim 39 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 ~~determined one or more~~ keywords as candidate targeting  
4 keywords provides the ~~determined one more~~ keywords in an  
5 order determined using unused inventory information such  
6 that a keyword corresponding to a larger number of ~~unused~~  
7 ad spots that otherwise would be unused by other ads is are  
8 provided before another keyword corresponding to a smaller  
9 number of ~~unused~~ ad spots that otherwise would be unused by  
10 other ads.

1 Claim 40 (previously presented): The computer-implemented  
2 method of claim 83 further comprising:

3 d) populating serving constraints of an ad with the  
4 candidate keywords.

1 Claim 41 (previously presented): The computer-implemented  
2 method of claim 83 further comprising:

3 d) providing the candidate keywords to an advertiser  
4 as ad targeting keyword suggestions;  
5 e) accepting advertiser input in response to the  
6 suggested targeting keywords; and  
7 f) determining whether or not to provide at least  
8 some of the candidate keywords as targeting keywords  
9 for an ad using the accepted advertiser input.

1 Claim 42 (currently amended): Apparatus for determining  
2 one or more ad targeting keywords, the apparatus  
3 comprising:

4 a) an input for accepting ~~a at least one~~ category;  
5 b) means for looking up ~~determining~~ one or more  
6 keywords using the accepted ~~at least one~~ category; and  
7 c) means for providing at least some of the  
8 ~~determined one or more~~ keywords as one or more ad  
9 targeting keywords.

1 Claim 43 (currently amended): The apparatus of claim 42  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword for an ad, which negative  
4 keyword is used to make the ad ineligible to be served for  
5 requests including the negative keyword.

1 Claim 44 (currently amended): The apparatus of claim 42  
2 wherein an ad includes ad creative information for

3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and

5 wherein the means for determining at least one  
6 category use the ad creative information.

1 Claim 45 (currently amended): The apparatus of claim 42  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and

5 wherein the means for determining at least one  
6 category use information from the a landing Webpage ~~of an~~  
7 ad.

1 Claim 46 (currently amended): The apparatus of claim 42  
2 wherein the means for looking up ~~determining one or more~~  
3 keywords use an ~~inverted keyword~~ index in which each of a  
4 plurality of categories is are provided as a lookup key  
5 keys to one or more keywords.

1 Claim 47 (currently amended): The apparatus of claim 42  
2 further comprising:  
3 - means for performing qualification testing of the  
4 keyword ~~determined one or more keywords~~ to determine  
5 if a keyword is qualified or unqualified for use as an  
6 ad targeting keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 48 (currently amended): The apparatus of claim 47  
2 wherein the means for performing qualification testing of

3 the ~~determined one or more~~ keywords track a performance of  
4 ads served using the keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 51 (currently amended): The apparatus of claim 50  
2 wherein the one or more specific categories include the at  
3 ~~least one~~ category accepted.

1 Claim 52 (currently amended): The apparatus of claim 48  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 53 (currently amended): The apparatus of claim 42  
2 wherein the means for providing at least some of the  
3 ~~determined one or more~~ keywords as one or more ad targeting  
4 keywords provide the ~~determined one or more~~ keywords in an  
5 order determined using unused inventory information about  
6 available ad spots that otherwise would be unused by any  
7 ads.

1 Claim 54 (currently amended): The apparatus of claim 42  
2 wherein the means for providing at least some of the

3 ~~determined one or more~~ keywords as one or more ad targeting  
4 keywords provide the ~~determined one more~~ keywords in an  
5 order determined using unused inventory information such  
6 that a keyword corresponding to a larger number of ~~unused~~  
7 ad spots that otherwise would be unused by other ads is  
8 provided before another keyword corresponding to a smaller  
9 number of ~~unused~~ ad spots that otherwise would be unused by  
10 other ads.

1 Claim 55 (currently amended): Apparatus for determining  
2 one or more ad targeting keywords, the apparatus  
3 comprising:  
4 a) an input for accepting a ~~at least one~~ category;  
5 b) means for looking up ~~determining~~ one or more  
6 keywords using the accepted ~~at least one~~ category;  
7 c) means for providing the ~~determined one or more~~  
8 keywords as suggested targeting keywords to an  
9 advertiser;  
10 d) means for accepting advertiser input in response  
11 to the suggested targeting keywords; and  
12 e) means for determining whether or not to provide at  
13 least some of the ~~determined one or more~~ keywords as  
14 targeting keywords for an ad using the accepted  
15 advertiser input.

1 Claim 56 (currently amended): The apparatus of claim 55  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword of an ad, which negative  
4 keyword is used to make the ad ineligible to be served for  
5 requests including the negative keyword.

Claims 57 and 58 (canceled)

1 Claim 59 (currently amended): The apparatus of claim 55  
2 wherein the means for looking up ~~determining one or more~~  
3 keywords uses an ~~inverted keyword~~ index in which each of a  
4 plurality of categories is ~~are~~ provided as a lookup ~~keys~~  
5 key to one or more keywords.

1 Claim 60 (currently amended): The apparatus of claim 55  
2 further comprising:  
3 - means for performing qualification testing of the  
4 ~~determined one or more~~ keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as suggested  
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 61 (currently amended): The apparatus of claim 60  
2 wherein the means for performing qualification testing of  
3 the ~~determined one or more keywords~~ keyword track a  
4 performance of ads served using the keyword as an ad  
5 targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 63 (currently amended): The apparatus of claim 62  
2 wherein the one or more specific categories include the ~~at~~  
3 ~~least one~~ category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 65 (currently amended): The apparatus of claim 61  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 66 (currently amended): The apparatus of claim 55  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as suggested targeting keywords to an advertiser  
4 provide the ~~determined one or more~~ keywords in an order  
5 determined using unused inventory information about  
6 available ad spots that would otherwise be unused by any  
7 ads.

1 Claim 67 (currently amended): The apparatus of claim 55  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as suggested targeting keywords to an advertiser  
4 provide the ~~determined one or more~~ keywords in an order  
5 determined using unused inventory information such that a  
6 keyword corresponding to a larger number of ~~unused~~ ad spots  
7 that otherwise would be unused by other ads is are provided  
8 before another keyword corresponding to a smaller number of  
9 ~~unused~~ ad spots that otherwise would be unused by other  
10 ads.

1 Claim 68 (currently amended): Apparatus for generating one  
2 or more keywords as candidates for use as ad targeting  
3 keywords, the apparatus comprising:  
4 a) an input for accepting ad information;  
5 b) means for determining a category ~~one or more~~  
6 ~~categories~~ using the accepted ad information;  
7 c) means for looking up ~~determining~~ one or more  
8 keywords from the category ~~one or more categories~~  
9 determined.

1 Claim 69 (currently amended): The apparatus of claim 68  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword for an ad, which negative  
4 keyword is used to make the ad ineligible to be served for  
5 requests including the negative keyword.

1 Claim 70 (currently amended): The apparatus of claim 68  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and  
5 wherein the means for determining at least one  
6 category use the ad creative information.

1 Claim 71 (currently amended): The apparatus of claim 68  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and  
5 wherein the means for determining at least one  
6 category use information from a landing Webpage ~~of an ad~~.

1 Claim 72 (currently amended): The apparatus of claim 68  
2 wherein the means for looking up ~~determining one or more~~



3. keywords use ~~uses~~ an ~~inverted keyword~~ index in which each  
4 of a plurality of categories ~~are~~ is provided as a lookup  
5 key ~~keys~~ to keywords.

1 Claim 73 (currently amended): The apparatus of claim 68  
2 further comprising:

3 - means for performing qualification testing of the  
4 ~~determined one or more~~ keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,

7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as candidate  
9 targeting keywords are qualified keywords.

1 Claim 74 (currently amended): The apparatus of claim 73  
2 wherein the means for ~~determining one or more keywords use~~  
3 ~~an inverted keyword index in which categories are provided~~  
4 ~~as lookup keys to keywords~~ performing qualification testing  
5 of the keyword tracks a performance of ads served using the  
6 keyword as an ad targeting keyword.

1 Claim 75 (original): The apparatus of claim 74 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 76 (original): The apparatus of claim 74 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 77 (currently amended): The apparatus of claim 76  
2 wherein the one or more specific categories include the ~~at~~  
3 ~~least one~~ category accepted.

1 Claim 78 (currently amended): The apparatus of claim 74  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 79 (currently amended): The apparatus of claim 68  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as candidate targeting keywords provide the  
4 determined one more keywords in an order determined using  
5 unused inventory information about available ad spots that  
6 would otherwise be unused by any ads.

1 Claim 80 (currently amended): The apparatus of claim 68  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as candidate targeting keywords provide the  
4 ~~determined one more~~ keywords in an order determined using  
5 unused inventory information such that a keyword  
6 corresponding to a larger number of ~~unused~~ ad spots that  
7 otherwise would be unused by other ads is are provided  
8 before another keyword corresponding to a smaller number of  
9 ~~unused~~ ad spots that otherwise would be unused by other  
10 ads.

1 Claim 81 (original): The apparatus of claim 68 further  
2 comprising:  
3 d) means for populating serving constraints of an ad  
4 with the candidate keywords.

1 Claim 82 (original): The apparatus of claim 68 further  
2 comprising:

- 3 d) means for providing the candidate keywords to an  
4 advertiser as ad targeting keyword suggestions;  
5 e) means for accepting advertiser input in response  
6 to the suggested targeting keywords; and  
7 f) means for determining whether or not to provide  
8 at least some of the candidate keywords as targeting  
9 keywords for an ad using the accepted advertiser  
10 input.

1 Claim 83 (previously presented): The computer-  
2 implemented method of claim 27 wherein the one or more  
3 serving constraints are one or more ad targeting  
4 keywords.

1 Claim 84 (currently amended): A computer-implemented  
2 method comprising:  
3 a) accepting ad information;  
4 b) determining one or more categories using the  
5 accepted ad information;  
6 c) recommending at least one of the one or more  
7 categories determined to an advertiser; and  
8 d) accepting advertiser feedback with respect to  
9 the recommended one or more categories,  
10 wherein each of the one or more categories is  
11 specifically associated with one or more keywords.

Claim 85 (canceled)

1 Claim 86 (new): The computer-implemented method of claim 1  
2 wherein the category is specifically associated with the

3 keywords and this specific association is used to lookup  
4 the keywords.

1 Claim 87 (new): The computer-implemented method of claim  
2 14 wherein the category is specifically associated with the  
3 keywords and this specific association is used to lookup  
4 the keywords.

1 Claim 88 (new): The computer-implemented method of claim  
2 27 wherein the category is specifically associated with the  
3 keywords and this specific association is used to lookup  
4 the keywords.